

Application No.: 10/729,534
Office Action Dated: March 24, 2006
Response to Office Action Dated: May 1, 2006

In the Claims:

1. (Currently Amended) A modular display platform comprising:
at least two sections of substantially the same shape, wherein each section is fixedly disposed next to at least one adjacent section in staggered relationship such that a perimeter of the at least two sections cooperate to form a stepped pattern for facilitating the abutting and interlocking of additional platforms at the perimeter, the at least two sections cooperating to include:

a support surface for products disposed thereon extending generally over an area bounded by the perimeter;

a sidewall disposed generally along at least a portion of the perimeter and extending in a direction generally transverse to that of the support surface from a proximal end of the sidewall adjacent to the support surface to a distal end ~~having an edge of the sidewall~~ for engaging an external mounting surface, the support surface and the sidewall cooperating to define a recess; and

at least one standoff disposed within the recess and having a surface extending in a direction generally parallel to that of the sidewall from a proximal end of the standoff adjacent to the support surface to a distal end of the standoff for engaging the external surface in order to strengthen the support surface at locations inwardly of the perimeter.

2. (Original) A modular display platform as defined in claim 1, wherein three standoffs are associated with each of the at least two sections.

3. (Original) A modular display platform as defined in claim 1, wherein the surface of the at least one standoff defines a generally hollow interior, and the support surface defines an opening exposing the hollow interior of the at least one standoff.

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4. (Original) A modular display platform as defined in claim 3, wherein the at least one standoff further includes a floor disposed at the distal end of the at least one standoff and extending substantially over an area bounded by the surface of the at least one standoff.

5. (Original) A modular display platform as defined in claim 4, wherein the floor defines a hole extending therethrough.

6. (Original) A modular display platform as defined in claim 1, wherein the surface of the at least one standoff is generally cylindrical.

7. (Original) A modular display platform as defined in claim 1, wherein a portion of the support surface corresponding to each of the at least two sections is generally rectangular.

8. (Original) A modular display platform as defined in claim 1, wherein the at least two sections form a unitary structure.

9. (Original) A modular display platform as defined in claim 1, wherein the at least two sections include three sections.

10. (Original) A modular display platform as defined in claim 1, wherein the at least two sections include four sections.

11. (Original) A modular display platform as defined in claim 1, wherein the at least two sections are fabricated from a material including high density polyethylene.

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12. (Original) A modular display platform as defined in claim 1, wherein the at least two sections are fabricated from a material including high density polyethylene injection molded plastic.

13. (Original) A modular display platform as defined in claim 12, wherein the at least two sections are integrally molded with one another.

14. (Original) A modular display platform as defined in claim 1, wherein each of the at least two sections approximately conforms to the shape of a rectangular box for packaging cans of beverages.

15. (Original) A modular display platform as defined in claim 1, wherein each of the at least two sections is rectangular and has a width of about 10 inches, a length of about 19 inches, and a height of about 3 inches.

16. (Original) A modular display platform as defined in claim 15, wherein each of the at least two sections is offset from an adjacent segment by about 4.75 inches in a direction along a length of the sections.

17. (Original) A modular display platform as defined in claim 1, wherein the sidewall is disposed substantially along the entire perimeter.

18. (Currently Amended) A modular display platform comprising:
at least two sections each having a generally rectangular shape, wherein each section is fixedly disposed next to at least one adjacent section in staggered relationship such that a perimeter of the at least two sections cooperate to form a stepped pattern for facilitating the abutting and interlocking of additional platforms at the perimeter, the at least two sections cooperating to include:

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a support surface for products disposed thereon extending generally over an area bounded by the perimeter;

a sidewall disposed generally along the perimeter and extending in a direction generally transverse to that of the support surface from a proximal end of the sidewall adjacent to the support surface to a distal end of the sidewall ~~having an edge for~~ engaging an external mounting surface, the support surface and the sidewall cooperating to define a recess; and

at least one standoff disposed within the recess and having a generally cylindrical surface extending in a direction generally parallel to that of the sidewall from a proximal end of the standoff adjacent to the support surface to a distal end of the standoff for engaging the external surface in order to strengthen the support surface at locations inwardly of the perimeter.

19. (Currently Amended) A modular display platform comprising:
at least two sections fabricated from a material including high density polyethylene, and integrally molded with one another to form a unitary structure, each of the at least two sections having a generally rectangular shape, wherein each section is fixedly disposed next to at least one adjacent section in staggered relationship such that a perimeter of the at least two sections cooperate to form a stepped pattern for facilitating the abutting and interlocking of additional platforms at the perimeter, the at least two sections cooperating to include:

a support surface for products disposed thereon extending generally over an area bounded by the perimeter;

a sidewall disposed generally along the perimeter and extending in a direction generally transverse to that of the support surface from a proximal end of the sidewall adjacent to the support surface to a distal end of the sidewall ~~having an edge for~~ engaging an external mounting surface, the support surface and the sidewall cooperating to define a recess; and

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at least one standoff disposed within the recess and having a generally cylindrical surface extending in a direction generally parallel to that of the sidewall from a proximal end of the standoff adjacent to the support surface to a distal end of the standoff for engaging the external surface in order to strengthen the support surface at locations inwardly of the perimeter.